

ORDER



Orders
Order / Rev: 55846
Alt Order #:
Product Desc: ESTIMATE 11953
Estimate: 11953
Flight Dates: 09/17/12 - 09/23/12
Original Date / Rev: 09/12/12 / 09/12/12
Order Type: GENERAL

KTVX-TV

Primary AE: Office Accounts
Sales Office: SLC
Sales Region: Local

Agency Name: Media Strategies & Research
Buying Contact:
Billing Contact:
 1580 Lincoln Street
 Denver, CO 80203

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: Matheson for Congress 2012
Demographic: HH
Product Codes: US Congress
Priority: P-3
Revenue Codes: AGY, POL-CAND, GEN

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/23/12	51	\$11,510.00	\$9,783.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	51	\$11,510.00	\$9,783.50	0.00
Totals	51	\$11,510.00	\$9,783.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Office Accounts			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	KTVX	09/17/12	09/21/12	ABC4 News at 10pm M-F M-F 10p-1036p	CM	10p-1036p	11111--	:30	5	\$400.00	P-3	0.00	NM	5	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	11111--					5	\$400.00		0.00			
N 2	KTVX	09/22/12	09/22/12	ABC4 News at 10pm Sa Sa 10p-1030p	CM	10p-1030p	-----S-	:30	1	\$325.00	P-3	0.00	NM	1	\$325.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	-----S-					1	\$325.00		0.00			
N 3	KTVX	09/17/12	09/20/12	Nightline M-F 1036p-1103p	CM	1036p-1103p	1--1---	:30	2	\$200.00	P-3	0.00	NM	2	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	1--1---					2	\$200.00		0.00			
N 4	KTVX	09/17/12	09/21/12	M-F 6a-630a GMU M-F 6a-630a GMU	CM	6a-630a	11111--	:30	5	\$50.00	P-3	0.00	NM	5	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	11111--					5	\$50.00		0.00			
N 5	KTVX	09/18/12	09/21/12	M-F 630a-7a GMU M-F 630a-7a GMU	CM	630a-7a	-11-1--	:30	3	\$95.00	P-3	0.00	NM	3	\$285.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	-11-1--					3	\$95.00		0.00			
N 6	KTVX	09/17/12	09/21/12	Good Morning America GMA 7a-9a	CM	7a-9a	11111--	:30	5	\$130.00	P-3	0.00	NM	5	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	11111--					5	\$130.00		0.00			

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Advertiser: Matheson for Congress 2012
 Product Desc: ESTIMATE 11953
 Estimate: 11953

KTVX-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 7	KTVX	09/17/12	09/21/12	M-F 9a-10a M-F 9a-10a	CM	9a-10a	1-1-1--	:30	3	\$125.00	P-3	0.00	NM	3	\$375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 09/17/12	09/23/12	1-1-1--		3			\$125.00			0.00			
N 8	KTVX	09/18/12	09/18/12	M-F 11a-12p M-F 11a-12p	CM	11a-12p	-T-----	:30	1	\$150.00	P-3	0.00	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 09/17/12	09/23/12	-T-----		1			\$150.00			0.00			
N 9	KTVX	09/20/12	09/20/12	M-F 2p-3p M-F 2p-3p	CM	2p-3p	---T---	:30	1	\$100.00	P-3	0.00	NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 09/17/12	09/23/12	---T---		1			\$100.00			0.00			
N 10	KTVX	09/17/12	09/21/12	M-F 3p-4p M-F 3p-4p	CM	3p-4p	111-1--	:30	4	\$250.00	P-3	0.00	NM	4	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 09/17/12	09/23/12	111-1--		4			\$250.00			0.00			
N 11	KTVX	09/17/12	09/21/12	ABC4 News at 4p ABC4 News at 4p	CM	4p-430p	11111--	:30	5	\$165.00	P-3	0.00	NM	5	\$825.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 09/17/12	09/23/12	11111--		5			\$165.00			0.00			
N 12	KTVX	09/17/12	09/21/12	ABC4 News at 430p ABC4 News at 430p	CM	430p-5p	11111--	:30	5	\$165.00	P-3	0.00	NM	5	\$825.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 09/17/12	09/23/12	11111--		5			\$165.00			0.00			
N 13	KTVX	09/17/12	09/21/12	ABC4 News at 5p ABC4 News at 5p	CM	5p-530p	11111--	:30	5	\$165.00	P-3	0.00	NM	5	\$825.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 09/17/12	09/23/12	11111--		5			\$165.00			0.00			
N 14	KTVX	09/17/12	09/21/12	ABC4 News at 6p ABC4 News at 6p	CM	6p-630p	11111--	:30	5	\$200.00	P-3	0.00	NM	5	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 09/17/12	09/23/12	11111--		5			\$200.00			0.00			
N 15	KTVX	09/23/12	09/23/12	Sun Prime Sun 6p-10p	CM	6:00 PM-9:00 PM (6:00 PM-9:00 PM)	-----S	:30	1	\$2,500.00	P-3	0.00	NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 09/17/12	09/23/12	-----S		1			\$2,500.00			0.00			
													Totals	51	\$11,510.00